



**Retrainee - Job Creation
Training Proposal for:
Trofholz Technologies, Inc.**

Small Business

ET16-0441

Approval Date: April 20, 2016

ETP Regional Office: Sacramento

Analyst: K. Smiley

CONTRACTOR

- Type of Industry: Technology/IT Services
Priority Industry: Yes No
- Number of Full-Time Employees
California: 36
Worldwide: 89
Number to be trained: 46
Owner Yes No
- Out-of-State Competition: NAICS Code Eligible
- Special Employment Training (SET): Yes No
- High Unemployment Area (HUA): Yes No
- Turnover Rate: 13%
- Repeat Contractor: Yes No

FUNDING

- Requested Amount: \$58,552
- In-Kind Contribution: \$71,209

TRAINING PLAN TABLE

Job No.	Job Description	Type of Training	Estimated No. of Trainees	Range of Hours		Average Cost per Trainee	Post-Retention Wage
				Class / Lab	CBT		
1	Retrainee SB <100 Priority Rate	Business Skills, Commercial Skills, Computer Skills, Continuous Impr, Mgmt Skills	30	8-80	0	\$1,092	\$19.00
				Weighted Avg: 42			
2	Job Creation Initiative SB<100 Priority Rate	Business Skills, Commercial Skills, Computer Skills, Continuous Impr	10	8-80	0	\$1,924	\$19.00
				Weighted Avg: 74			
3	Veterans SB<100 Priority Rate	Business Skills, Commercial Skills, Computer Skills, Continuous Impr, Mgmt Skills	6	8-60	0	\$1,092	\$19.00
				Weighted Avg: 42			

- Reimbursement Rate: Job #'s 1-3: \$26 SB Priority
- County(ies): Placer County
- Occupations to be Trained: System Integration Staff, Professional Service Staff, Manager, Information Technology Staff, Administrative Staff, Contract Services Staff, Business Development Staff, Accounting Staff
- Union Representation: Yes
 No
- Health Benefits: N/A

SUBCONTRACTORS

- Development Services: Sierra Consulting Services of El Dorado Hills assisted with development of this proposal for a flat fee of \$5,800.
- Administrative Services: Sierra Consulting Services will also assist with administrative services for a fee not to exceed 10% of earned funds.
- Training Vendors: To Be Determined

OVERVIEW

Founded in 2002 and located in Rocklin, Trofholz Technologies, Inc. (Trofholz) (<http://www.trofholz.com/>), is a woman/veteran-owned information technology (IT) security firm. Trofholz designs, integrates, and supports comprehensive information security solutions to protect clients' sensitive information and assets.

Need For Training

Recently, Trofholz graduated from the 8(a) Federal Business Development Program designed to help small businesses grow their customer base while securing federal contracts. Since graduating from this program, Trofholz has faced competition in winning contract bids. This competition has caused Trofholz to develop a comprehensive training plan to improve services, negotiations, and business performance to better compete with larger IT firms.

Currently, Trofholz has contracted \$15 million of new work including contracts with Sutter Health, Department of Homeland Security, and the U.S. Army Corps of Engineers. The Company is also involved in the Sacramento Kings Arena project. The Company must train on project management, customer relationship management, and planning and organization to ensure that staff can manage the workload. The Company will also provide training on products and services, including Business Management International and Revit, to increase information security software knowledge.

Retrainee - Job Creation

In addition to information security services, Trofholz is expanding into help desk and software support services. The Company is anticipating increased business capacity due to this expansion and is committed to hiring and training 10 new employees (Job Number 2). These trainees must be hired within the three-month period prior to Panel approval or during the term of the Contract. These trainees will be hired into “net new jobs” as a condition of contract.

Training Plan

The following courses will be delivered through Class/Lab, Video Conference and E-Learning.

Business Skills: Training will be offered to all occupations to enhance customer service, marketing and time management skills. Courses will include customer relationship management, marketing/sales techniques, project management and methodology.

Commercial Skills: Training will be offered to System Integration Staff, Professional Service Staff, Manager, Information Technology Staff, Contract Services Staff, and Business Development Staff to increase product and technical knowledge.

Computer Skills: Training will be offered to all occupations to enhance knowledge of internal and security software systems. Courses will include Revit, BIM, AutoDesk/AutoCAD and QuickBooks.

Continuous Improvement: Training will be offered to all occupations to improve communication and decision making skills. Courses will include decision making, problem solving and communication skills.

Management Skills: Training will only be offered to Managers. Courses will be offered to improve decision making and teambuilding skills at the management level.

Maximum Hours Modification

Trofholz is requesting a waiver to increase the maximum hours from 60 hours to 80 hours for Job Numbers 1 and 2. The Company has created a comprehensive training plan designed specifically for six incumbent and seven newly hired System Integration Staff. This occupation will receive extensive training in help desk and software support services in addition to the

company-wide training plan. Thus, Trofholz is requesting to increase the standard cap on hours for small business from 60 hours to 80 hours.

Veterans

Trofholz will train six veterans (Job Number 3). As a veteran-owned business, Trofholz is committed to creating career development opportunities for former military personnel.

RECOMMENDATION

Staff recommends approval of this proposal.

Exhibit B: Menu Curriculum

Class/Lab, E-Learning, and Video Conferencing Hours

Job Numbers 1-2: 8-80

Job Number 3: 8-60

Trainees may receive any of the following:

BUSINESS SKILLS

- Accounting
- Business Fundamentals
- Business Performance
- Business Writing
- Conflict Resolution
- Creative Marketing
- Customer Relationship Management
- Customer Service
- Communication Skills
- Cost Control
- Employee Coaching
- Essential Skills for the New Supervisor
- Financial Analysis
- Leadership
- Marketing/Sales Techniques
- Negotiating
- Operational Skills
- Planning and Organization
- Product Knowledge
- Project Management and Methodology
- Project Requirements Analysis and Specifications
- Relationship Building
- Sales
- Strategic Planning
- Successful Selling Techniques/Sales
- Time Management
- Administration
- Coaching Procedures
- Decision Making
- Finance Skills
- Teambuilding
- Leadership skills

COMPUTER SKILLS

- Autodesk/AutoCAD
- Client Relationship Management Software (Salesforce)
- Computer Networking
- Computer Programming
- Financial Management System
- Microsoft Office (Intermediate and Advanced only)
- Quickbooks
- Software applications and equipment Time Management

COMMERCIAL SKILLS

- Product Knowledge
- Access Control
- Video Surveillance Systems
- Cabling
- Engineering
- Design
- Security System

CONTINUOUS IMPROVEMENT

- Cross Training
- Communication Skills
- Change Management
- Decision Making
- How to Coach and Mentor
- Leadership Skills for Frontline Workers
- Process Improvement
- Project Management
- Problem Solving
- Quality Measurement Systems
- Quality Management
- Systems Failure Analysis
- Strategic Planning
- Team Building
- Teamwork Development Skills
- Time Management

MANAGEMENT SKILLS (For Managers only)

- Administration
- Coaching Procedures
- Decision Making
- Finance for Technical Managers
- Leadership for Managers
- Supervisor Skills
- Teambuilding for Managers

Note: Reimbursement for retraining is capped at 80 total hours per-trainee for Job Numbers 1 and 2 and 60 total hours per-trainee for Job Number 3, regardless of method of delivery..